



## Whitestown RDC Regular Meeting Minutes July 7, 2014

### Open the meeting:

Present at the meeting was **Robby Halford, Sarah Ford, Eric Miller, Jim Gamble and Andrew McGee**. Also present at the meeting was Town Manager Dax Norton, Assistant Town Manager Lauren Bailey, and Town Attorney Steve Unger. **Robby Halford** called the meeting to order at 6:02 PM.

### Public Request to Speak:

None

### Meeting Minutes:

**Sara Ford** made a motion to approve the meeting minutes for 5/5/2014 and 6/2/2014. 2<sup>nd</sup> by **Eric Miller**. Motion carries 5-0.

### Unfinished Business:

Presentation by Cairril Mills of Cairril.com. She presented her proposal to provide consulting services to develop a new brand for the town. She stated that the end product will be a brand book and possibly a tagline. **Robby Halford** asked how long a brand lasts. Cairril stated that it depends on your goals. It could last forever. **Eric Miller** asked if the proposal would allow for an additional focus group at the same cost. Cairril stated yes. **Andrew McGee** asked what other municipalities she had worked with other than Bloomington. She stated no other municipalities but many not for profits and businesses. **Sarah Ford** asked how big her team is. Cairril stated 3 for this project. **Sarah Ford** asked if they were staff or subs. Cairril stated subs. **Robby Halford** asked if this was within the budget already passed by the commission. Staff stated yes. Additional discussion ensued. **Eric Miller** made a motion to allow the town manager to move forward with the vendor that is appropriate as long as it stays below \$50,000. 2<sup>nd</sup> by **Andrew McGee**. Motion carried 5-0.

### New Business:

#### **Item A- Discuss the Creation of a TIF Allocation Area In the Legacy Core (Declaratory Resolution)**

Staff explains why the need to create a TIF in the Legacy Core. Staff stated that there were multiple businesses interested in investing in the Legacy Core and this would be a good time to create an allocation area to ensure creative financial resources for needed infrastructure improvements in the

Legacy Core area. **Robby Halford** asked what the area might produce in terms of revenue. Staff stated between \$3,000,000 and \$4,000,000. Additional discussion ensued. **Robby Halford** asked if the commission was comfortable moving forward to vote on the declaratory resolution. **Robby Halford** moved to approve the Declaratory Resolution to create a TIF allocation area in the legacy core. 2<sup>nd</sup> by **Eric Miller**. Motion carries 5-0.

**Item B –Discuss the expansion of the Anson South Retail TIF to Include the Eagle Church Parcel (Declaratory Resolution)**

Staff gave a brief summary of why the need to amend this TIF and add the Eagle Church property. **Sarah Ford** asked if the church owned the entire parcel. Staff stated yes and stated the parcel has been identified as an ideal area to build multi-family residential. Additional discussion ensued. **Eric Miller** moved to approve the resolution amending the South Anson Retail TIF. 2<sup>nd</sup> by **Sarah Ford**. Motion carries 5-0.

**Item C – Consider Resolution 2014-07**

Town Attorney Steve Unger briefly explained that this is a reporting requirement in state statute. RDCs must report to their Town Council if they will have any pass through revenue. Sarah Ford made a motion to approve Resolution 2014-07. 2<sup>nd</sup> by Andrew McGee. Motion carried 5-0.

**Adjourn:**

**Eric Miller** moved to adjourn, **Andrew McGee** 2<sup>nd</sup>. Motion carried 5-0. Meeting adjourned at 6:47 pm.

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Robby Halford, President

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Andrew McGee

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Jim Gamble

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Sarah Ford

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Eric Miller

Attest: \_\_\_\_\_  
Dax Norton